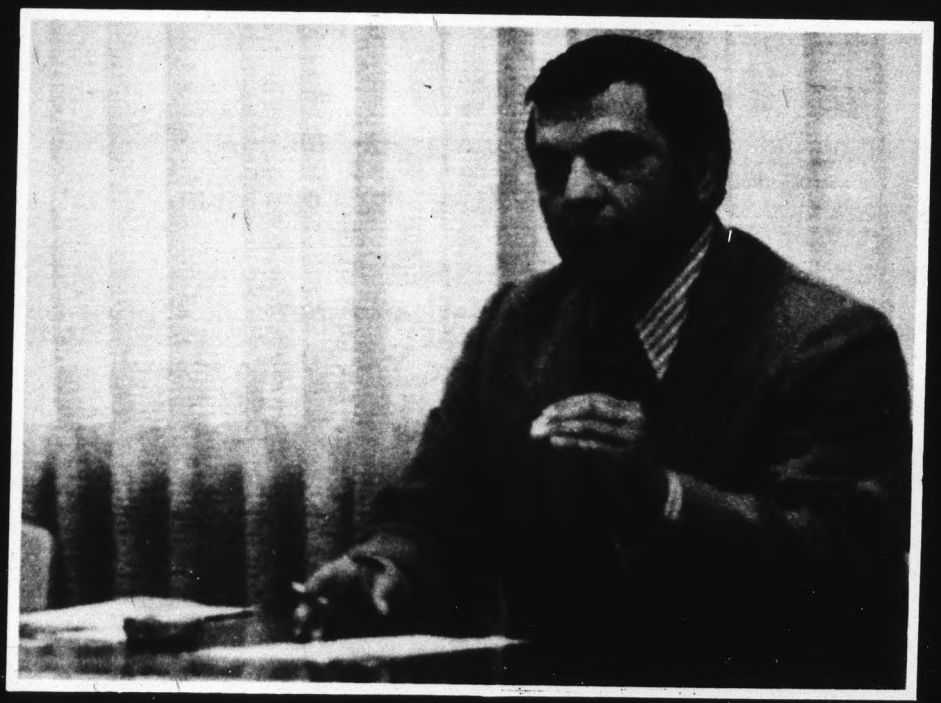
El Excentrico

Humberto Garcia — April 5, 1971

THE TIME IS NOW
THE MAN IS

AL GARZA



* . . . for representation of all people
* . . . for planned growth of business, industry and housing
* . . . for effective transportation and better city services
* . . . for jobs, recreation and our children's future

ELECT **GARZA** ☒

City Council Seat No. 3 — Tuesday, April 13

JOSE VASQUEZ

For

SAN JOSE UNIFIED SCHOOL BOARD of TRUSTEES



Did You Know that there has never been a Mexican-American on this Board?

Did You Know that Mexican-American Children Make up 30% of the Population?

Show Your Desire for a Mexican-American Representative On the Board. Make Your Voice Heard.

●

JOSE VASQUEZ

For

San Jose Unified School District

QUALITY EDUCATION for ALL CHILDREN!

VOTE TUESDAY, APRIL 20th ☒

IF NOT NOW, WHEN.....?

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A LAS 8 P.M.

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EN PERSONA



VICENTE FERNANDEZ

Actuacion Especial de

MARIACHI VARGAS

LAS MONTIEL



Hermanas HERNANDEZ

PEPITO y LUCIANA



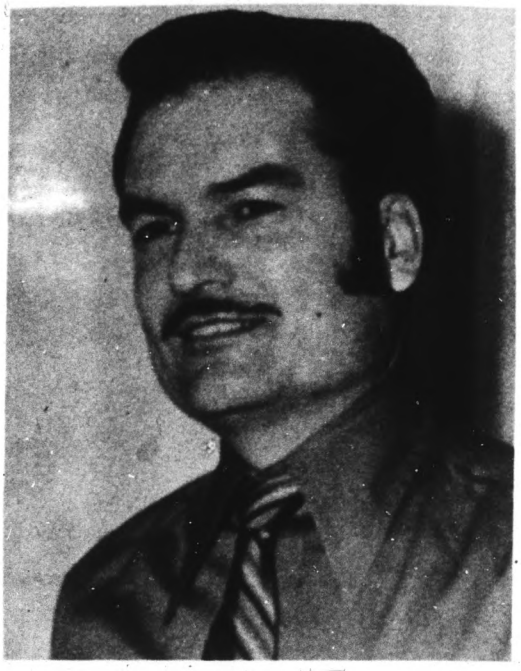
Una Empresa Mexicana - Sirviendo A La Colonia

ADEMAS: DOS PELICULAS en ESPAÑOL!

El Fotografo
de las
ESTRELLAS

RICHARD DIAZ
292 - 3294





Introducing
JOSE LOPEZ
(El Rey De Los Carniceros)
He is an expert meat cutter with a thorough knowledge of choice meats, cuts etc.
A very good Man to Know.



AGUSTIN RAMIREZ
Popular Bandleader poses with two lovelies from Texas
Tracy Salazar and Wimpie Salazar, Nice Huh. . . !

Picture was taken at the
STARLIGHT BALLROOM
During Agustin Ramirez
appearance on March 22nd.



Enjoying an evening
of DANCING are
left to right:
Diego and Jeannie Valdez
Loretta and Tom Juarez
picture was taken at the
STARLIGHT BALLROOM



Club Riviera

CHRIS HENRY

GET WELL:

I would like to wish Dolores Payer to get well soon. We sure missed you at the last club meeting.

UNITED FOOD DRIVE DANCE:

I understand the United Food Drice Dance was a great success at the Starlight Ballroom. I know I had a very good time. It was good to run into friends.

Harold Martinez looked cute as ever. It was great seeing you again Harold. You know you are missed!

After the dance, we took a mad dash to Maria's Club and danced some more. This photo was taken that night.



L. to R. Gloria Rodriguez, Ron Henry, Chris Henry, Jan Boone and Al Rodriguez.

DISNEYLAND

A couple of my friends I work with at Andre Duval Beauty Salon went on a Disneyland trip. Elizabeth and Georgia, sure hope you two had a good time. And I really do believe you made the trip.

SPORTS:

Softball season is on the way again. Looks like the old timers are coming back. Maybe we'll start winning our games again. So Hillard and Joe get on the ball and get in shape.

Cal Trenching Service has a car running in the stock car races this year. Bob Damron built the hot car and brother Mike is racing the car. Lots of luck gang!! And naturally that's where Ron Henry is using his Saturday nights. Hum-m-m.

Before I sign off I'd like to wish my sister, Jan Boone, and my sweet daughter, Ronda Marie Henry, a Happy Birthday. And God bless you both. And for the month of March Happy Birthday to Hillard and Dolores Payer.

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Ralph Reyes

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SE DEBILITO . . . Desde Adentro

Cuando Colón pisó por primera vez la tierra del Nuevo Mundo, había un arbolito recién nacido. Creció, llegó a ser un árbol enorme y duró más de 400 años. Aguantó miles de temporales y pareció mas firme que nunca después de cada uno. Fue golpeado 16 veces por los rayos sin daños de consecuencia.

Al final cayó, víctima del comején, un pequeño insecto que hasta un niño puede aplastarlo entre los dedos. Pero este insecto va comiendo desde adentro, sin alterar la superficie, y con el tiempo deja solamente una cáscara frágil que se rompe bajo el golpe mas leve

Cuántas personas hay en el mundo que son fuertes como este árbol. Son nteligentes, preparadas, cultas, privilegiadas, sin temor a la gente ni a los peligros mas espantosos. La adversidad no los asusta. Las tareas difíciles son para ellas un estímulo. La oposición de otros hombres parece servir para aguzar su capacidad. Pero muchas de estas mismas personas al final caen víctimas de pequeños defectos, cositas como el egoísmo, el engaño, la indolencia, la avaricia o la concupiscencia.

El secreto del triunfo final no es tanto el medio ambiente ni la educación, ni las circunstancias, sino la fuerza interior. Y la clave de ésta es una relación adecuada con Dios, que quiere vivir en nosotros y orientar todos nuestros pensamientos y acciones. "Dios dará vida nueva a ustedes".

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El Excentrico

23rd year, No. 1 — **April 5, 1971**

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BERT GARCIA — MANAGER

MARC GARCIA — EDITOR

M. FERNANDEZ — PRODUCTION

RUDY BELLOUMINI — PUBLIC RELATIONS

MARY ROGERS — STENOGRAPHER

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EL EXCENTRICO IS PUBLISHED SEMI-MONTHLY ON THE 5TH AND 20TH. SIGNED OPINIONS AND IDEAS EXPRESSED IN THIS PUBLICATION ARE NOT NECESSARILY THOSE OF ITS MANAGEMENT NOR SPONSORS.

Circulation 6,000 Per Issue

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BAND that DONATED their Time to the UNITED FOOD DRIVE

THE MOON GLOWS

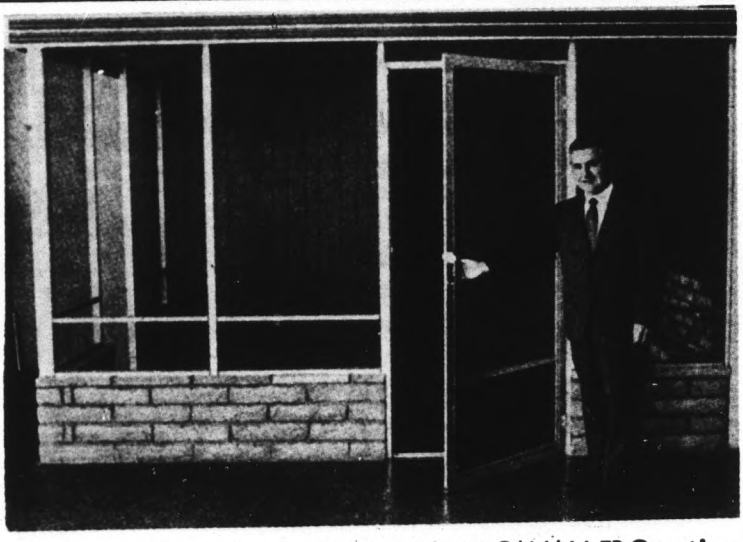
United Food Drive Officers & Members
EXENTRICO publisher
Humberto Garcia THANK YOU!

(to be continued)

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by RALPH REYES

POLITICS

What's it all about? Basically it is about you and me. In addition it is about housing, police, enviroment, taxes, & jobs, and generally running things in an orderly manner.

But what if someone else always runs things for us? And what if we don't like the way they run things for us?

Politics - that is the name of the game. Politics, that's the American system. Politics, that's the temporary power group. Politics, that's the way minorities progress.

I dislike the politician that thinks he knows what's best for me. But I like the elected friend that seeks out the desires of we citizens and then promotes them.

Mexican-Americans no longer feel extremely elated when visited by a political dignitary. Mexican-American are however respectful. We have grown up, we like to stand toe to toe with any politician and debate any topic man to man. We have arrived. No longer can the established - in group think that we can be passified with a pat on the head and few hebulous promises.

We want to participate too. We want to help solve problems. We accept the responsibilities envolved in shapeing our mutual destiny.

Lucky, you and I have an opportunity. We have the opportunity through the power of the VOTE. We have the opportunity because certain Mexican-Americans offer themselves as candidates. Lucky, you and I now have a choice. VOTE April 13th, 1971.

A man with the right to vote is a free man and a free man with a choice is a rich man.

You can tell anyone, I said so.

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City Council — Seat 2

FOR

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* PUBLIC TRANSPORTAION
* LOW COST HOME OWNERSHIP
* SENIOR CITIZEN TAX PROTECTION

BOB STROUGHTER VOTE [X] " FOR THE TOTAL COMMUNITY "



RUTH
Nacio en
El Paso, Texas
Ha radicado en
San Jose
por los pasados
8 años.
Atendio a la
escuela Andrew
Hill High.

Sra. Carlota Marrufo
Sr. Salvador y Sra. Joaquina Zaragoza
participan a Ud. el enlace de su hija e hijo

Ruth

y

Roman Gonzalez

Y tienen el honor de invitar a Ud y a su apreciable familia a la Ceremonia Religiosa que se verificara el Sabado 3 de Abril, de 1971, a las 3:00 p.m. en la Iglesia Saint Patrick's - 389 E. Santa Clara San Jose, California

Recepcion
Lion's Club - 09 N. Bascom Ave.
5:00 a 7:00 Baile 7:00 a 11:30



ROMAN
origina de
Leon Guanajuato
Mexico.
Con residencia en
San Jose por los
pasados 14 años.
Graduo de la
escuela
Lincoln High



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FOR

CITY COUNCIL

APRIL 13 **** SEAT #3

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SAN JOSE
CHAPTER

AMERICAN GI FORUM
& Ladies Auxiliary
10th ANNUAL
CORONATION BALL

By Linda Larsen
San Jose Auxiliary Chairman

The San Jose GI Forum and Ladies' Auxiliary have since 1962 entertained the County of Santa Clara with their presentation of their annual Coronation Ball. This year, the TENTH ANNUAL CORONATION will be held on May 15, 1971 at Zorba's beautiful Athen's Room, 1350 Bascom Avenue, San Jose, California. Dancing to the music of Joey Lopez y sus Dynamic Perfidios will be from 9-1:00 a.m.

This year's Coronation Ball Chairman is Mrs. Maureen Tellez. Mrs. Tellez is being assisted by Mrs. Bea Chaboya, queen chairman; Betty Baca, judges, Delores De Los Angeles, decorations; and Mary Alvarez, Prizes.

The Bids are $6. per couple and may be obtained from

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Mrs. Jo Lopez	378-5356
Mrs. Linda Larsen	289-8049

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San Jose City Council Seat No. 3





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Reflejos de Cine Radio Television



JORGE GODINEZ

Todo hombre que sabe leer tiene en su poder la facultad de mejorarse a si mismo de demultiplicar las formas en las que existe, de hacer su vida mas significativa, llena e interesante.

Los dos elementos absolutamente necesarios para el exito de cualquier clase son: 1.—DESEO — PODER — En cuanto al deseo, todos lo poseemos en una abundancia saludable-Ustedes y yo deseamos en cualquier area que nos agrade y en el menor tiempo-posible. Todos deseamos tener mas prosperidad y prestigio en nuestros negocios y profesiones. Como individuos perfectamente normales deseamos mayores logros y satisfacciones en los asuntos del amor y sexo. Toda persona espera ser popular inspirar respeto a aquellas que lo rodean. , lo que es mas importante, deseamos un uturo rico en comodidades pero conservando la dignidad y el respeto para los demas, sin que lleguemos a convertirnos en s es automatas y en productos consumic es.

do esto puede ser obtenido por usted si omprende perfectamente la otra cara de la oneda la cara del poder Si sus suenos han de hacerse realidad, el deseo debe ser acompanado por la energia creadora. Sin el poder personal, los deseos del hombre son siempre dolorosamente elusivos, siempre fuera de nuestro poder. El hombre sin poder no obtiene la marca necesaria y consecuentemente deja de experimentar los placeres de una vida exitosa-Afortunadamente, nadie, incluyendolo a usted, tiene que estar en esa situacion un momento mas. Los Principios de poder que usted descubrira a continuacion haran que esto sea possible. El medio por el cual puede usted obtener este milagro es mediante el descubriminto y el empleo de sus talentos y habilidades naturales y sus energias. Y, mas poder para 'ustted' Ejemplo: Seneca, el antiguo filosofo cordobes, resalto un punto muy importante cuando exclamo: El mas poderoso es aquel que se tiene a si mismo en su poder. Aquellos que se mandan a-si mismos pueden mandar a los demas.

No es secretc el que muchas personas consideran que han perdido permanentemente todo control sobre sus vidas. Observando todo sus errores y las penas pasadas, las consideran como pruebas seguras de que todo esta perdido o pronto lo estara. Seguaramente puede haber alguna perdida del control personal, pero debemos darnos cuenta que esto puede ser solamente una fase pasajera y nunca una condicion permanente.

PODER DINAMICO.—Cuenta una anecdota que un vendedor viajero estaba sentado en el recibidor de un hotel cuando entro una presiosa mujer rubia que se sento a su lado y comenzo a llorar muy suavemente.

El vendedor le dio unas palmaditas en el brazo y la consolo diciendole: No llore usted, es demasiodo bonita para eso. Cuando ella siguio llorando, el vendedor seco sus lagrimas con su panuelo y le dijo: Tranquilicese, por favor. Despues de secar unas cuantas lagrimas mas, le pregunto desesperado: No puedo hacer nada para que se sienta usted mejor? No se gimio la rubia, pero por favor siga tratando, pues bien y esto nos introduce a nosotros a un poder dinamico que puede tener exito cuando todo lo demas fracasa . . .

RADIO

Proximamente, por arreglo especial con la Secretaria de la Presidencia de Mexico, Radio KPEN 98 FM Stereo, presentara en autentico Sonido Estereofonico, los mejores programas culturales que produce el actual Gobierno del Lic. Luis Echeverria Alvarez, estos programas seran presentados, todos los domingos de 7 a 9:00 A.M., es urgente impresindible que nuestra colonia cuente con programas de calidad, para instruir a los nuestros a identificarse mejor con nuestra cultura mexicana, pues somos la mayoria y debenos precuparnos por aprobechar las ondas radiofonicas para aprobechar el tiempo en cosas de verdadera importancia, para las personas que gusten de la mejor musico selecta en Stereo les recomiendo a radio 98 todos los domingos de 6 a 10:00 A.M. cuatro horas de musica selecta, con las mejores orquestas internacionales, los cantantes de mayor prestigio, informaciones de la comunidad, una programacion selecta para las personas de buen gusto.

(continua en la siguiente plana .....)

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City Council Seat No. 2

Stands for:

- **Vigorous Youth Programs**
- **Better Transportation**
- **Efficiency In Government**
- **Opposed Utility Tax & Council Raises**

(GODINEZ ..... CONT.)

TELEVISION

La colonia ha disfrutado de programas de television en espanol, gracias a un hombre dinamico, que ha sabido captar el deseo de los nuestros, y que sin embargo no hemos sabido apreciar en todo lo que vale, yo en lo particular le admiro por su dinamismo, por su entusiasmo sin ningun interes creado, simplemente porque admiro a las personas positivas, que se han abierto paso en contra de todas las contrariedades, y sin embargo a sabido salir avante, contando con la cooperacion de una mujer mexicana, con un talento brillante indiscutible, y espero que par este reconocimiento no se me vaya a tildar o criticar, como se acostumbra por estos lares, ya que es la especialidad de nuestra gente en esta parte de California, me refiero a Eduardo Grigg Patoni y a Lupita Suarez, muy bien se merecen el amplio reconocimiento de nuestra colonia, yo propongo que las personas interesada en hacer un homenaje de reconocimiento a Luipta y al Guero, se dirigan a esta redaccion del Excentrico, dando su sincera opinion al respecto pues creo que se lo tienen muy ecido en toda la extension de la palabra.

MINI - NOTAS

Se nos va el Sr. Consul Arturo Garza Cantu, que ha dejado una huella indeleble en el poco tiempo que ha estado entre nosotros, se ha sabido ganar la simpatia, de todas las organizaciones, de toda la comunidad, ha sabido inspirar respeto, y ha sabido cumplir con sus obligaciones de un buen representante, de nuestra querida Patria, por mi parte deseo para el Sr. Consul Garza Cantu, mucha prosperidad, exito, y buena salud, en compania de su querida Esposa tenga la seguridad Sr. Cantu, que deja usted recuerdos inolvidables, y aunque se retira a la vida privada, jamas nos olvide, nosotros le recordaremos con aprecio y respeto, que Dios le bendiga para siempre.

NOTICIA

Rumores, mny pronto tendremos otro Cine de lujo dedicado a la proyeccion de peliculas mexicanas, su inauguracion sera el proximo mes de Mayo, ya les informaremos el nombre de la sala.

CINE MEXICANO

Ya Viene EMILIANO ZAPATA, EMILIANO ZAPATA, no se la pierda por ningun motivo es toda una senora produccion del Cine Mexicano, muy pronto en su TEATRO LIBERTY el Teatro de los estrenos, y muy pronto presentaremos talentos, a precios populares con este servidor el originador de estos programas.

Hasta manana en mi programa de Radio KPEN Radio 98 Musica Selecta. FELICIDADES.



En la foto. Una escena del proximo estreno en su Teatro Liberty, el Teatro de los estrenos en exclusiva, muy pronto EL PROFE, Con CANTINFLAS. Foto Procinemex para El Excentrico.

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San Jose, California



POR
ARMIDA
AROS

CHICANO

El nombre con el que nos han venido tildando en estos últimos tiempos, nombre con el cual no todos estamos de acuerdo. No solamente una opinión mía personal, sino de varios de mis compatriotas que no se sienten muy alagados con ese nombramiento tan rembumbante que nos han dado.

Pues aparte de no encontrarse en ningún diccionario, no es precisamente nombre de categoría que le realce a nuestra nacionalidad mexicana o desendencia mexicana.

Soy nacida en Estados Unidos de padres mexicanos, pero no me siento alagada cuando alguien me pregunta, "Es usted chicana?" y me pregunto, porqué chicana?, porqué méxico-americana? cuanto mas digno y civilizado es preguntar, "Es usted mexicana?".

Con lo de chicano o chicana sienten que estropean la nacionalidad del mexicano con un nombre grotesco que no nos pone precisamente en el lugar que merece todo mexicano nacido en México o en Estados Unidos.

Seamos Mexicanos nada mas. Opino mal? Gracias.

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SANTOS LOPEZ
Cantante de Moda

Excentrico se complace en presentar a este fenomenal cantante que ha conquistado las simpatias del publico del norte de California.
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A NIGHT IN.... (CONT.)

was in the terminal and using the officer to play a joke on him.

Unfortunately, it was no joke.

A BLUE ARMY

Apparently Los Angeles police officers multiply faster than rabbits because very shortly there were three officers on hand to deal with the "dangerous" Mr. Coca. At this point Hank showed the officers at least a dozen credit cards he carries, trying to convince the officers that he was not a hood. (Bank of America courtesy card, Bank-Americard, Pacific Telephone credit card, Hyatt House, Air West, Hertz (2 cards), Valcar, Pacific Southwest Airlines, Carte Blanche, Diners Club, American Express, Standard Oil, Sahara-Las Vegas, Harvey's Lake Tahoe, Playboy Club).

MIAMI?

"When did you get in from Miami?" one of the officers asked.

"Miami?", Coca was dumfounded.

He attempted to show the officers his airline ticket clearly showing he had just arrived from San Jose via PSA. The officers apparently weren't going to have their heads mixed up with any facts at this stage, and refused his kind offer.

HUMILIATION

At this point, after approximately 100 persons had gathered to witness Los Angeles' finest making an arrest and doing their level best (within the limits of their intelligence and capabilities) to curb ALL crime in their jurisdiction, a Police Sergeant arrived.

"Take him in!" he commanded.

Coca was handcuffed (You'll have to believe this.), surrounded by six officers, and with the Sergeant leading the way, was marched the length of the terminal and across the street to the Police Station at the airport. **(Police just don't take any chances with Mexicans in Los Angeles these days. You understand.)**

Dum-de-dum-dum!!!

HANDCUFFED TO TABLE!

At the police station Coca asked the officers to let him contact his wife, who was waiting for his call. Request refused.

Coca asked if he could contact his attorney. Request refused. You are not under arrest, you are merely being "detained".

He was handcuffed to a table for approximately 2½ hours to prevent his escape. (Please believe this!!!).

One of the officers frantically looked through a large book and commented, "THERE MUST BE SOMETHING WE CAN BOOK THIS GUY ON!"

"You stole these credit cards!"

Very clever. One of them even has Mr. Coca's picture on it.

The officer got on the phone, then looked up and asked Coca, "You a Mexican?"

"Yes," answered Hank.

"Yeah! Another dirty Mex!" the officer commented to the person on the other end of the line.

The officer probably had the wrong idea all this time. He probably should have been looking at himself in the mirror and wondering out loud how in hell he EVER became a police officer.

Neither of the officers took the time to tell him what his rights are while under arrest nor did they attempt to check the validity of his driver's license with Sacramento. (Time 'em to see how long it takes next time a patrolman pulls YOU over!)

At about 12:30 A.M. one of the goons (well, how would YOU more lucidly describe them?) told Coca, "Okay, let's go. We're going to book you," and manipulated Coca's hands with his phallic symbol.

OH, OH, MAYBE ...

Outside the station an officer, by now probably beginning to realize that he hadn't arrested just another 'dumb Mex', commented, "You Mexican son-of-a-bitch, I wish you'd start running! Then I could kill you or beat the shit out of you! I could book you for resisting arrest, assaulting an officer, anything!"

Coca refused to panic.

HELP WANTED!

At this point, maybe deciding that a complicated case like this one required far more intelligence than they possessed, the officers decided to take Coca to a police station in Venice. On their way to Venice the police came upon an accident and stopped. The driver of the car got out to help direct traffic around the accident. One of the accident victims was told to sit down and when he didn't react instantly to the order, was struck viciously with the point of the nightstick in the stomach. (Phallic fantasy? Wishful thinking? Sadistic? Sick?). The victim, apparently in shock, appeared to pass out from the force of the blow. (Standard LAPD procedure?).

"How come you hit him?" an officer ask-

(continued next page) ....

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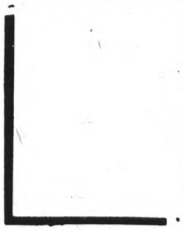


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SALDAÑA .... (CONT.)

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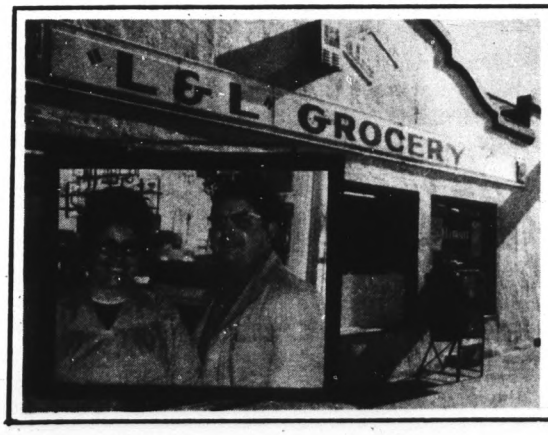
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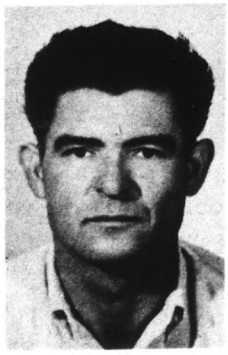
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by DAVID SIERRA
Editor
The American GI Forum



A NIGHT IN LOS ANGELES

SAN JOSE, CALIF. -- Businessman Hank Coca, through his attorney Bernard Allard, has filed a $1,050,000 suit in Los Angeles Superior Court against the County of Los Angeles, the City of Los Angeles, and Hertz Corporation.

He doesn't like the treatment he received from either of these entities and intends to do something about it.

ARRIVAL IN LOS ANGELES

On Tuesday evening, June 23, 1970, at about 9:20 P.M. Coca arrived at Los Angeles International Airport on a PSA flight from San Jose, intending to take care of some business matters that evening and then meet his wife and children and his brother and sister-in-law for a day at Disneyland.

The next few hours, a series of occurrences left Coca wondering just what kind of world he lives in.

A BUSINESSMAN

Hank Coca is a member of the American GI Forum, the Lions Club, the California Retail Furniture Dealers Association, and contributes very readily to many civic organizations in Santa Clara County. He has received certificates of appreciation from the county Juvenile Probation Department, the American GI Forum, and many other organizations thanking him for his involvement on behalf of the people of his community.

He owns Furniture Discount House, a thriving retail furniture outlet in downtown San Jose, and branch stores in Salinas and Fresno.

'FAULTY' LICENSE

Coca's unhappy experiences began at the Hertz car rental counter at Los Angeles Airport. Trying to rent a car for his stay in southern California he was turned down because an eagle-eyed clerk discovered that his California driver's license did not show an expiration date. Probably just a clerical error at the Dept. of Motor Vehicles in Sacramento, right? Take care of it as soon as possible, right?

WRONG.

"I never noticed it before," Coca said. "It must have come that way from Sacramento."

Although Coca rents his delivery vans from Hertz and does about $20,000 worth of business with Hertz annually (and carries two Hertz credit cards) he was denied rental of a Hertz car because of the "incomplete" driver's license. Coca asked the clerk to call the manager. The manager appeared and said, "I wouldn't rent a car to you either."

Still patient and trying to act rationally, Coca then went to a nearby telephone to contact Hertz's Fresno office so that the manager could confirm his identity, he could rent a car, and be on his way.

ENTER THE POLICE

While in the process of getting his call through, a Los Angeles police officer walked up behind him, rapped him vigorously on the shoulder with his nightstick (???) and in his best Jack Webb manner said tersely, "Hang it up!"

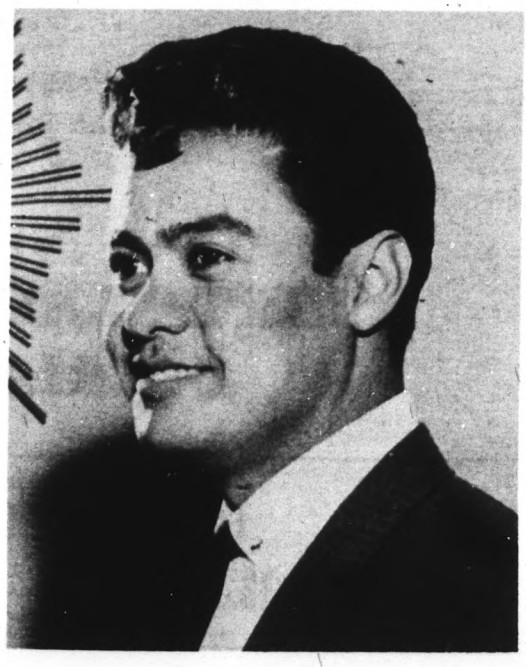
Coca thought the officer was kidding.

"Wait a minute," he protested, "I'm paying for this call, and I have my party already."

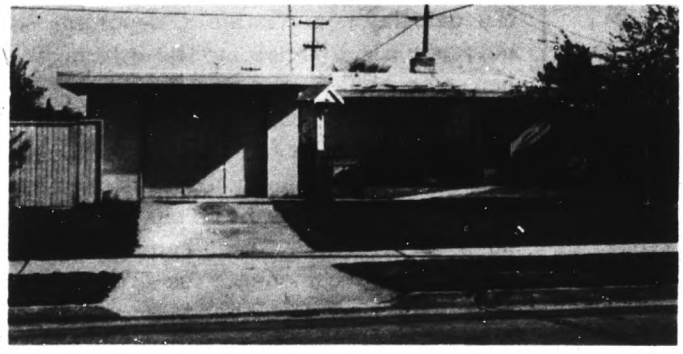
Coca thought maybe some friend of his

(continued next page) ...

HANK COCA
Furniture Discount House owner was arrested in Los Angeles.



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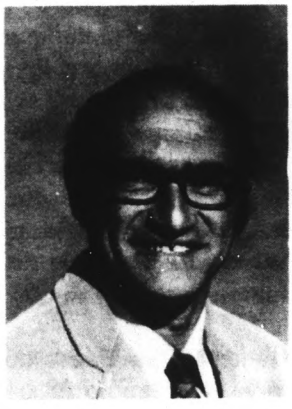
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Tuesday, April 13th

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City Councilman



POR DANIEL SALDAÑA

Olivide Los Lamentos y VOTE!

"Cada Nación tiene el gobierno que merece". Dijo en una ocasión José de Maistre. Esto es una razón irrebatible, especialmente en los pueblos que tienen el derecho del voto y que se les llama democracias.

Un país demócrata es aquel en que los ciudadanos tienen el derecho de votar y también el de presentarse como candidatos para desempeñar los cargos públicos.

Los Estados Unidos de Norte América tienen la forma de gobierno democrático; cualquier individuo puede aspirar a desempeñar un puesto en el gobierno. Desde luego hay algunas condiciones que los candidatos tienen que respetar para que sean registrados como tales. Por ejemplo: Ningún individuo que haya nacido fuera de los límites territoriales del país puede aspirar a la presidencia de la nación, lo mismo es condición para contender por un puesto en el concilio de una ciudad, que la persona sea residente de esa ciudad por un tiempo determinado, hay otras condiciones que tanto los candidatos como los ciudadanos deben saber.

Mi propósito en estas líneas no es hacer un estudio de ciencias políticas mas bien es dirigirme a los individuos que se quejan constantemente de lo mal que se maneja el gobierno y de las injusticias de que el pueblo es víctima. Es oportuno preguntar a esos inconformes, si se han tomado la molestia de informarse de la capacidad de los candidatos, de su ideología y de su actuación cívica, lo mismo que el conocimiento que tengan de los problemas y necesidades de las personas y del lugar en donde ellos quieren ser electos.

Lo mas probable es que vayan a las casillas electorales a depositar su voto por algún candidato del cual no saben mas que su nombre, esto es lo que da principio a un mal gobierno.

Tal vez usted amable lector es de los que se lamentan y critican o tal vez es de los que sabe lo que el gobierno debería de hacer para remediar todos los males; pero cuando se acercan las elecciones, Ud. no se ocupa de buscar el mas adecuado de los candidatos y menos de perder el tiempo en ir a votar, pensando que su voto personal no le dará el triunfo al candidato. En el caso del México-Americano se nota esa apatía y desinterés en la política, pero también se nota el clamor de inconformidad por la actuación del gobierno en todas sus ramas.

Pero el México-Americano en la mayoría de los casos (hay excepciones) no se registra para votar, si acaso vota no hace un estudio de los candidatos.

En las próximas elecciones hay candidatos México-Americanos que tienen capacidad a la vez que interés en servir a la comunidad y especialmente a los grupos minoritarios, estos candidatos esperan que esos grupos minoritarios los apoyen con su voto en lugar de lamentarse de que no tenemos representación que debieramos tener en el gobierno.

Un gesto que debe de tomarse muy en cuenta es el del Sr. Alfred J. Cervantes que renunció a su candidatura para el Concilio de San José, en favor del Sr. Alfredo Garza que está corriendo para el mismo puesto; esto es una muestra de maduréz cívica.

El señor Alfredo Garza es un candidato al que se debe de apoyar y dar el voto, porque su actuación cívica es una garantía de que sabrá desempeñar el puesto atinadamente. "El Excéntrico" del 20 de Marzo publicó un sumario de sus actividades. Nuestra obligación es votar por el Sr. Garza para el Concilio de San José.

(continua en la siguiente plana) ...



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A NIGHT IN .... (CONT.)

ed the one who had struck the accident victim.

"Because he wouldn't sit down," replied the driver of the police car.

A HUMANE OFFICER

When Coca and the patrolmen arrived at the Venice substation he was confronted by yet another officer.

Displaying a bit more intelligence, understanding of the rights of a citizen, and with a more humane approach to his job as a servant of the taxpayers, this officer asked Coca for his name and address.

"When did you get your last citation from the police?" he asked.

"A few months ago, speeding on the Bayshore Freeway," Coca replied.

The officer then returned to a small windowless office and bellowed, "YOU ASSHOLES! LET HIM GO!"

FREE AT LAST!

It was approximately 3:30 A.M., Wednesday morning, June 24th, when Hank Coca was finally free to proceed once again as a card-carrying Free American Citizen. Bent but not beaten.

Brown face, bilingual, successful in business, community leader, and harrassed by Los Angeles police officers, but FREE nonetheless.

At this point the driver of the car, the sadistic one, said to Mr. Coca, "The Chief said I could book you or let you go. I think you're a nice guy so I am going to let you go."

The other officer said, "Can we drop you off anywhere, Mr. Coca?"

Coca was taken back to the Airport Police Station and the officers said they would have to retain his driver's license. Coca asked for a receipt. Reluctantly they gave him one.

REASONABLE CAUSE

"The only thing wrong with Hank Coca is the color of his skin," says attorney Bernard Allard of San Jose. The former Notre Dame track star said he has received answers from all three parties being sued by Coca. All their replies sing the same tune: We had reasonable cause to believe Mr. Coca was doing something wrong.

REASONABLE CAUSE TO BELIEVE HE WAS DOING SOMETHING WRONG.

Why? Because he has been blessed by his maker with brown eyes, black hair, and brown skin?

Because he communicates with his fellow man in two languages?

Because he is, and acts like a successful businessman?

Because he flies in and out of Los Angeles several times a month?

Because Judge Gerald S. Chargin once implied from the Santa Clara County Superior Court bench that "Mexicans are animals" and Los Angeles police officers believe it?

Because they wanted to "have a little fun" on a 'slow' night and didn't think the brown-faced man had the courage to stand up for his rights and fight back?

Coca's legal counsel believes that the experience has been "devastatingly harmful" to Coca.

To this reporter he appeared to be unusually high-strung and deeply bothered by the incident.

ASK YOURSELF

Ask yourself the question. If Hank Coca, respectable businessman and community leader is arrested, handcuffed and escorted from Los Angeles Airport by SEVEN OFFICERS; is denied the right to call his wife or attorney; is denied the privilege (and at this juncture, in Los Angeles, it has to be deemed just that) of proving his identity; is roughed up by officers while handcuffed; is called a "Mexican son-of-a-bitch" and many other things; is told to start running so the officer can have an excuse to murder him OR "beat the shit out of him" (are you still there, reader?), WHAT HAPPENS TO JUAN GONZALEZ OR PEDRO RAMIREZ, Mexican Americans who don't have 15 credit cards, a successful business, and can't afford an attorney?

Ponder the question: IS THERE JUSTICE FOR MEXICAN AMERICANS IN CALIFORNIA?

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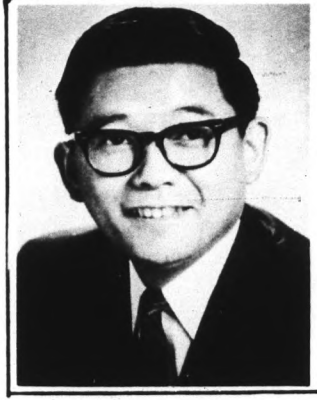
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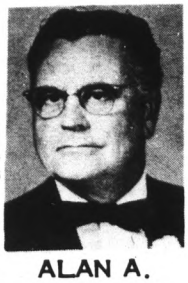
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Denver City, Texas

Has resided in San Jose the greatest part of her life.

Attends the 9th Grade at
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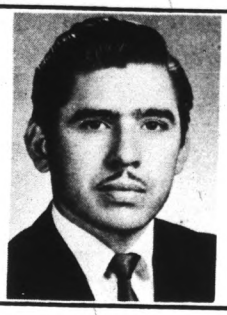
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Central Neighborhood Council

Antonio S. Gomez

"QUINCEAÑERA"

Por medio de esta columna, quiero agradecer, a todas las personas que a bien tuvieron asistir a la presentacion de quince anos, de mi hija Maria Antonieta Gomez, el pasado 12 de marzo, en la que lucidamente se llevo a cabo.

Despues del Tedeum, y la ceremonia de accion de gracias se traslado la comitiva al salon Hardiman, de la Iglesia del Sagrado Corazon, donde se efectuo la recepcion, y el baile.

Despues del tradicional, vals se empezo con la alegria desabordante, la concurrencia haciendo votos, por una larga vida, y total felicidad a la festejada, y saludandole con apretones de manos, y abrazos quiebra huesos, se la demostraba a Maria Antonieta, el cariño que se le profesaba, de parte de todos sus padrinos y amistades, principalmente sus condiscipulos y amigos.

Tanto mi Sra Maria del Pilar Gomez, como este servidor, agradecemos profundamente la atencion que se le dio a nuestra hija, de parte de todos los invitados, compadres y amigos, que a bien tuvieron acompañarnos, en esta fiesta de quince anos de nuestra querida hija Maria Antonieta.

Quisiera hacer enfasis, a lo que quiere decir PRESENTACION, sacado de la enciclopedia Aristos, (ACCION DE PRESENTAR, O PRESENTARSE, FIESTA QUE SE CELEBRA EL 21 DE NOVIEMBRE, DIA EN QUE LA VIRGEN FUE PRESENTADA A DIOS, POR SUS PADRES EN EL TEMPLO) de esta manera, en mexico, se acostumbro, llevar a la joven que cumple quince años a la Iglesia, para que de gracias a Dios, por lo tanto se celebra haciendole una fiestecita en su honor, de esta manera damos a conocer nuestra cultura, y costumbres de nuestro querido mexico, cuando estas jovencitas, llegan a la edad de las iluciones, el orgullo de ellas es nada mas que, se les festeje con una presentacion, ya que as solamente una vez en la vida.

En este dia, los padres hacen gestiones, para rentar un salon de baile, o simplemente en su casa, preparan la comida, y hacen preparativos de la fiesta, se invitan, padrinos de diferentes cosas, y 14 damas, 7 de color amarillo, y 7 de rosa, ademas de una ada madrina, para que junto con sus respectivos chambelanes, la acompañen, a la Iglesia, y a la recepcion, los padrinos de velacion, su cometido, es de llevar a la quinceañnera, al altar, ya despues de la mosa de accion de gracias y el padre bendice a los presentes, la quinseañera, se levanta, y deposita un ramo de flores, o rosas, en el altar de la virgen, para despues salir en medio de sus padres, de la Iglesia, hacia el lugar de reunion, ya alli las damas y chambelanes le estan esparando en circulo para que baile su primer vals con su padre, a media piesa, se le entrega a su chambelan, y el la entrega a los demas chambelanes, ya despues que baile con todos ellos, se invita a lo concurrencia, que bailen junto con ellos, y hagan participle de la alegria de esa presentacion.

Mientras tanto la madre, junto con y la ayuda de las mujeres, empiezan a preparar los platillo que se serviran en el banquete, un comitee se encarga de la barra sirviendo la acostumbrada cervecita de barril en la mesa principal, el padrino de champagne, su cometido es de reunir a todos los padrinos, y junto con la quinceañera, brindar por ella, de alli en adelante se desarrollan actos como la formacion de un quince, con todas las damitas, y chambelanes, para que se les tome una fotografia y cosas por el estilo.

De esa manera se le cumpleo a esa damita, lo que tanto ellas ilucionan, con una fiesta de quince anos, de parte de sus padres, asi es que se hace un llamado a todos aquellos padres que tengan una hija ya para cumplir sus quince primaveras, les demuestren el cariño, de padres, con una presentacion, o una fiesta per el estilo.

Si alguna persona tiene duda de como organizar, una fiesta de quinceañera puede llamar a este servidor, con gusto les dare mas informacion sobre este particular, y lo puede hacer al numero telefonico, 225-7979.

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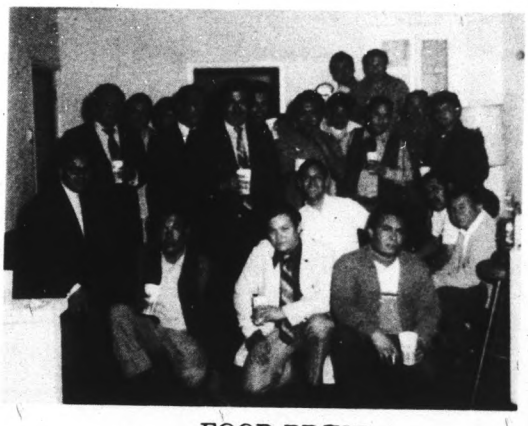
Per Dozen



Club San Felipe

Candy Veliz

Club San Felipe gave Raul Chapa a bachelors party and it was a gas. I can tell you for sure, that it wasn't water in those cups.



FOOD DRIVE

The United Food Drive Committee would like to express its appreciation to the following business which contribute gifts. Crown's Jewelry, Hacienda Discount Furniture Store, Kay's Jewelry, Giant Furniture Store, A. Hirsh & Son Jewelry, Bob Mercado's Bail Bonds and the Furniture Discount House. Thanks a million folks. The monitary donations will appear in the Finacial Report. . . . . Gracias.

ANNOUNCEMENT

I would like to announce that as of March 31st. I will be associated with Rene De Luna at the Hacienda Discount Furniture Store at 960 E. Santa Clara St. San Jose, CA., phone #293-0392. I hope that we can be of service of you. Thanks.

CLUB SAN FELIPE

Club San Felipe is busy getting every thing ready for the dance and show that will take place at the Starlight Ballroom on May 1st. Club San Felipe straves so that everyone that attends has a great time. Jimmy Garcia and his orchestra will play but, we are still working on the show. Listen to Radio KOFY's program from TEXAS to CALIFORNIA for more details. This Magazine will also keep you posted on developments & details.

DANCING

Saturdays and Sundays, the Starlight is the place to go. Bailamos?

WELCOME BACK

Welcome back to Mr. & Mrs. Jose Aguariste, they were on a few weeks vacation in Mexico and there about. Would you believe Alviso?

JUDGES

I just want one reason why City Hall hasn't appointed a Mexican-American judge. I know it's not a matter of qualification, it's not a matter of availability, or any other reason they may think of. It is a matter of need and I am sure that the establishment is out of reasons of why not - so lets do. Pronto!

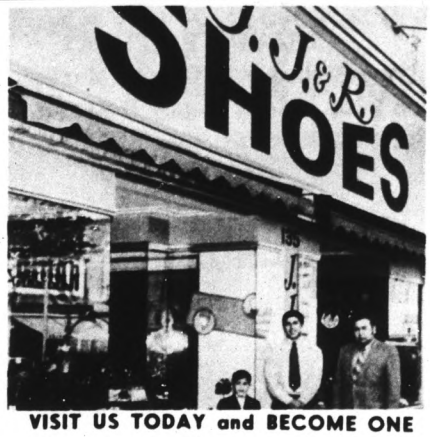


CONGRATULATIONS

Tony Montemayor and Kathleen Ann O'Meara became Mr. & Mrs. on Sunday 14th of February, 1971. Congratulations to this popular couple as well as to the best man Dan Alonzo and his lovely wife Feliz. Here are a couple of photos of the wedding.



(continued next page) ....



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En la foto: Joe, Richard y Joe

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SAN FELIPE .... (CONT.)

Rudy Calles is going to San Diego, California to a new position. We have mixed emotions. We are sorry to see him leave and glad that he got such a better position. Congratulations.

Congratulations to Manuel Zapien and Gloria Ortiz, they became Mr. & Mrs on March 12, 1971. May they live happily ever after.

GREDIBILITY GAP

Angela Davis is in trouble with the law and the militants maintain it is political persecution. San Francisco's mayor Joseph Alioto also has problems with the law. The silent majority maintains that its also political persecution. I maintain that the words "political persecution", are getting worn out, so the persons involved better come up with a Perry Mason.

When on your way to the Starlight Ballroom stop by El Capitan Room at the Hotel De Anza and say Hello to Mike & Sam, these are two nice cats taht are very good mixologists. Very enjoyable Drinks.

SI SEÑOR ... !

HAPPY BIRTHDAY

Happy Birthday to Gloria Mariscal on March 24th. Many Happy Returns.



ELECTION BALLOT

On April 13th on the Election Ballot you will find the name of NORMAN MINETA for mayor and ALFREDO GARZA for seat #3. Vote for GARZA and vote MINETA. I don't have to tell you how much we need, Al GARZA on the Council and I am sure we have Norman MINETA on our side. Vote April 13th..... Vote GARZA, vote MINETA.

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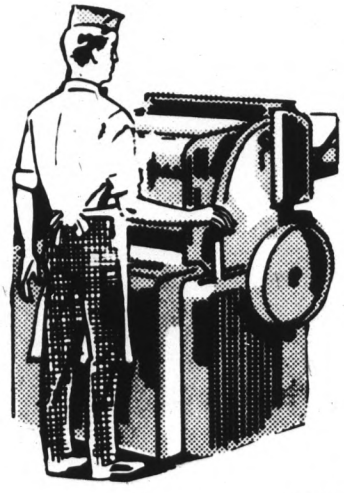
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STARLIGHT BALLROOM

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CRITICA SOCIAL

POR RUBY BELLOUMINI





Dice Pat, "Que to vaya bien, camarada." Ernie says, "Voto por Al Garza porque es un Mejicano de corazon." Al Cervantes withdrew from the race and is also backing Al Garza. "In the best interests of the Mexican-American community we must support one candidate," said Cervantes. If Al Garza makes it on the priaries, April 13th, many of his contricantes for Seat #3 will support and back Garza for the run-off in June. If he loses, the Mexican American people lose! "por eso estamos como estamos, cuando no votamos por verdaderos Mejicanos." (photo by Richard Diaz)

"Ni estan todos los que son, ni son todos los que estan." They are not all there and some of those that are there are not 'all there'. (Something is jammed up there)

A Meet Your Candidates night was recently held at the Fiesta Latina Hall with the purpose of listening to their platform followed by a question and answer period. A few left early, perhaps were afraid of loaded questions?

Some didn't even show up, maybe they have nothing to say, especially to the Mexican - American community; ni modo, they probably are not really sincere candidates. (One thing I know for sure, If they don't care to advertize in El Excentrico or in some other Spanish-speaking media, how do they expect to win?

In this photo, Chicano political celebrities; Ernie Abeytia and Pat Vasquez wish Al GARZA, candidate for City Council Seat #3 good luck so that the Mexican American community in San Jose can truly have representation for los nuestros.

PERSONAL NOTES: I don't blame "Los Nuestros" for not supporting or voting for a Mexican-American when we know he is not sincere or is a clown. Most of us know that just because a candidate running for a political office has a Spanish surname doesn't really qualify him for our support. In Al Garza, besides being a real Mejicano, he is educated, has a pleasing personality and is not

(continued next page) ....

In the frame-up from L-R with Al Garza, our leader and perhaps the first Mexican Councilman in the history of San Jose are other candidates for school boards and city council seats. (photo by Richard Diaz)



CRITICA .... (CONT.)

a "Vendido", which means that he is dedicated in his convictions.

VOTE FOR AL GARZA APRIL 13th. See you at the polls.



Other supporters for Al Garza are left to right, Max Ruiz, powerful and influential with many groups, (especially with the unions) and Attorney Jim Ono, Model Cities legal delegate and true amigo of nuestra gente. (photo by fabuloso Ricardo 'Monteblan' Diaz)



FREE PASS! FREE PASS!
To the Starlight Ballroom for this charming young miss, all she has to do is identify herself at the Box Office, courtesy of big daddy ERIC EVANS.
(photo by richard diaz)

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LAS CORONELAS

Marce Mora



HAPPY BIRTHDAYS TO THE FOLLOWING PERSONS:

A million wishes go to my dad, Jose Mora, on his birthday from my mom, my brothers, all his grandchildren and especially from me. March 19 and 20 were the big days for my fiancee, Richard Andrade, and his sister, Alice Andrade. May they celebrate many more birthdays. March 28, a party was given to Pete Rodriquez, by his relatives and close friends. His small son also celebrated his big day.

CONGRATULATIONS

To cute Yolando Yrigollen, who celebrated her sixteenth birthday, by being taken to church and being accompanied by her sixteen madrinas and padrinos. The dinner and dance were very nice, all the Coronelas would like to wish her many more. Yolanda is one of our horseriders, and has done a fine job representing us as queen, in absence of our queen.

UNITED FOOD DRIVE MEETINGS

Some people misunderstand, when they go ask for food. But I think that we should be fair. Some people are lucky to get some aid from certain places. We know that it's hard to stretch it so far. But don't you think that there are some families that have just arrnved with no aid at all, then we like to help them, until they get started. Please, to those who do not understand, try to give some other people a chance.

A FRIEND OF THE STARS, is none other than that well-known Mr. Gustavo Mata, from Chihuahua, Mexico, but now residing here in San Jose. Recently, La Comparsa Universitaria, played at the Starlite, and as usual, they all went to Mr. Mata's house after the dance and had a delicious dinner and get together. Also recently at his home was none other than Los Broncos De Reynosa. Thanks for the kind invitation, and lots of success with all your friends.

To E. Cota (or do you have another name), because as far as I or other persons at the Excentrico, we don't know who you are. I was one of the persons mentioned by you. I guess Candy very well answered you. Since, I did the personalities for many years, it kind of involves me, for one thing they've always been done this way. I don't think anyone tries to change your way of running your business, so why do you want to do so. Like you claim that you attend functions why haven't we ever heard of you????? Do you think that city hall committees is all it takes to become a Personality. You are a good example of how some of our own race sometimes cuts each other down, with jealousy. If you so bad want to become a personality, why don't you join the Clan. You mention one good point, there is no doubt more people who probably qualify better, BUT THEY ARE NOT IN THE EYES OF THE PUBLIC. I don't blame you for wanting to know, but if it interested you so much, couldn't you have gone in person and asked the questions, instead of trying to hurt people, or is that all you were interested in doing????? When we get involved is it really because we are helping or is it only because we want to get noticed??????

LAST BUT NOT LEAST: Sorry, the wrong person got involved in my last column, and I'm referring to A. Medina. It seems the wrong information and the wrong party got mentioned. So, a million apologies to A. Medina. Has been proven that there are more than one person around with the same name. Next time we'll make sure the right information reaches us. See you.

For Your

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En la grafica BERNIE BERG y parte del atento personal de HABLA HISPANA.

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Sammy originates from Los Angeles and is a confirmed Bachelor.

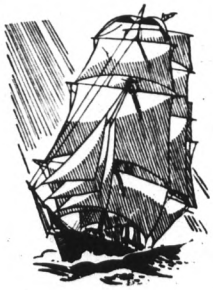
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ARTEMIO CARRANZA

Se Aproximan las FIESTAS PATRIAS de MEXICO

Desde el lastimoso fracaso del huerto del Edén de parte del hombre, existen inevitablemente dos formas de hacer historia en este mundo; los que se guían por la justicia y la razón con verdadero empeño y los que empeñosamente obran con injusticia y lejos de la razón. Conciente o inconcientemente en cual de los dos lados se encontrará Ud? Ha pensado en verdad, con sencillez y sinceridad sobre este asunto?

La buena forma de hacer historia nos enoblece y nos dignifica, en cambio la otra, nos lleva ciegamente a cometer acciones que generalmente no puede explicar, ni descifrar quien las comete; porque siempre obra quien así vive, bajo presiones que ha soportado desde la infancia y por lo tanto son cometidas casi involuntariamente.

La persona que ayuda a hacer historia impulsada por motivos o impulsos heredados, casi no es directamente responsable o culpable, pero sin embargo su acción se deja sentir porque aún sin querer hacerlo está formando un ambiente falso y negativo al sano progreso.

SE APROXIMAN LAS FIESTAS CONMEMORATIVAS MAS GRANDES DE MEXICO, el 5 de Mayo y el 16 de Septiembre. La primera nos trae a la memoria a héroes nobles y justos como el honrosamente llamado Benemérito de las Américas, Lic. Benito Juáres, autor de la famosa frase cívica "El respeto al derecho ajeno es la PAZ". Y no podemos menos que recordar al inolvidable Gral. en Jefe del combate del 5 de Mayo el glorioso Ignacio Zaragoza.

Es imposible dejar de recordar también a quienes hicieron historia negativa, como lo hicieron Maximiliano, Miramón y Mejía, quienes arruinaron sus vidas como hombres políticos dejando sus nombres escritos en la conciencia nacional de México y aún del mundo entero, pues se les reconoce como enemigos del verdadero progreso y de la paz, de una paz honrosa.

Tres meses y días mas después del 5 de Mayo y estaremos festejando el día mas grande para México, el 15 de Septiembre. . . . . VIVA Hidalgo. VIVA México.

A la conquista de México vinieron unidos al ejército español, hombres civíles y hombres religiosos también; y entre todos ellos encontramos de las dos clases de hombres: unos que deseaban toda clase de bien para la tierra nueva que venían a poseer y otros que venían obedeciendo órdenes ambiciosas y contrarias al cristianismo que todos juntos representaban.

Desgraciadamente predominaban los ambiciosos y estos enlodaron toda la operación hispana pues crearon odio eterno en el indio y en la población toda de México hasta el día de hoy, pues su mano criminal es indescriptible. El mundo entero censura con justicia los trescientos años de deshonor para España y de terror y tormento para los habitantes del México indígena.

Pero gracias a Dios que hubo unos cuantos valientes que sembraron la buena semilla, y ésta no tardó en producir la clase de hombres que salvaron a México. El pueblo ya no podía soportar más; de esta manera, HIDALGO aún contrariando las órdenes de Roma, encabezó el levantamiento y México se estremece para libertarse, Hidalgo es asesinado y atormentado, pero esto hizo que brotara un MORELOS un hombre de MÁS acción y los dos inspiraron a JUAREZ; y JUAREZ fue un GIGANTE DEMOCRÁTICO. Los tres caudillos supieron en verdad, hacer historia de la BUENA.
VIVAN LOS HEROES DE INDEPENDENCIA. VIVA MEXICO!

Artemio Carranza

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for MAYOR Norman Y. MINETA



Iz. a der: Santos Lopez, Rudy Sanchez, Dan Ramos, Juanito Silva, Jesus Reyes Valenzuela y Rene De Luna felicitan al gerente de este popular centro nocturno Bob Aguilar.

SAM y ROCKY LOPEZ presentan ....

CLUB CASA BLANCA

Baile los Miercoles, Jueves, Viernes, Sabados y Domingos

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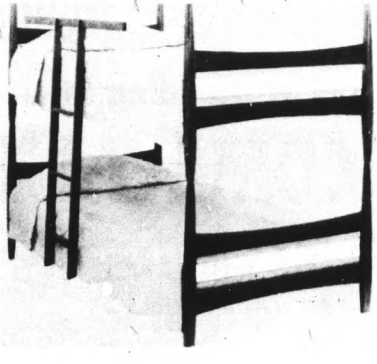
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